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IS 7688-1 (1975): Code of Practice for Labelling of Prepackaged Foods, Part I: General Guidelines [FAD 15: Food Hygiene, Safety Management and Other Systems]



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CODE OF PRACTICE FOR
LABELLING OF PREPACKAGED FOODS
PART I GENERAL GUIDELINES
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CODE OF PRACTICE FOR LABELLING OF PREPACKAGED FOODS

PART I GENERAL GUIDELINES

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Indian Standard

CODE OF PRACTICE FOR LABELLING OF PREPACKAGED FOODS

PART 1 GENERAL GUIDELINES

0. FOREWORD

0.1 This Indian Standard (Part I) was adopted by the Indian Standards Institution on 19 May 1975, after the draft finalized by the Food Hygiene, Sampling and Analysis Sectional Committee had been approved by the Agricultural and Food Products Division Council.

0.2 Food labelling is an essential component in all food processing industries. Its purpose is to inform the consumer, in an unambiguous manner, of the contents of the food inside the package or container. There is much awareness among the consumers to know what does a package contain and that they are not paying for an unknown quality and quantity of the food in the package. This leads to the necessity of enumerating on the label the ingredients, the net content and other essential points about the food in the package. It is also equally important that the declarations and claims made in the label are true and reflect the product packed.

0.3 This standard is being issued in several parts. This part covers general labelling provisions applicable to all prepacked foods. Specialized labelling requirements will be considered in subsequent parts.

0.4 This standard is subject to the provisions of the *Prevention of Food Adulteration Act, 1954* and the Rules framed thereunder.

0.5 In the preparation of this standard considerable assistance has been derived from the following publication:

CAC/Rs 1-1969 General standard for labelling prepackaged foods.

1. SCOPE

1.1 This standard (Part I) lays down general guidelines for labelling of food packaged and ready for sale in containers.

2. TERMINOLOGY

2.0 For the purpose of this standard, the following definitions shall apply.

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2.1 Label — A display of written, printed, perforated, stencilled, embossed or stamped matter upon the container of any food package.

2.2 Labelling — Includes the label and any written, printed or graphic matter relating to and accompanying the food.

2.3 Container — Any form of packaging of food for sale as a single item, whether by completely or partially enclosing the food and includes wrappers.

2.4 Package — A box, bottle, casket, tin, barrel, case, sack, receptacle, bag, wrapper (in its original form) or any other thing in which an article of food is placed or packed.

2.5 Prepackaged — Packaged or made up in advance, ready for retail sale in a container.

2.6 Ingredient — Any substance including food additive, used in the manufacture or preparation of food and present in the final product.

2.7 Component — Any substance which forms part of an ingredient.

2.8 Code Number — A mark of identification by which a food can be traced in manufacture and identified in distribution. Batch number can also be used for this purpose.

2.9 Food — Any article used as food or drink for human consumption other than drugs and water and includes:

- a) Any article which ordinarily enters into or is used in the composition or preparation of human food, and
- b) Any flavouring matter or condiments.

2.10 Food Additive — Any substance not normally consumed as food by itself and not normally used as a typical ingredient of the food, whether or not it has nutritive value, the intentional addition of which to food for a technological (including organoleptic) purpose in the manufacture, processing, preparations, treatment, packing, packaging, transport or holding of such food results, or may be reasonably expected to result (directly or indirectly) in it or its by-products becoming a component of or otherwise affecting the characteristics of such foods. The term does not include contaminants or substances added to food for maintaining or improving nutritional qualities.

2.11 Nutritive Food — Foods specially processed to enhance normal functions of foods, such as maintenance of body and growth.

2.12 Claim — Declaration on the label that the food has such and such special qualities or properties normally not found in a food of that kind or special care which has been given in harvesting, handling or processing for better quality of product (but not simply good hygiene practice).

3. GENERAL PRINCIPLES

3.1 No food shall be described or presented on any label or in any labelling in a manner that is false, misleading or deceptive or is likely to create an erroneous impression regarding its character in any respect.

3.2 No food shall be described or presented on any label or in any labelling by words, pictorial or other devices which refer to or are suggestive either directly or indirectly, of any other product with which such food might be confused, or in such a manner as to lead the purchaser or the consumer to suppose that the food is connected with such other products.

3.3 The label shall not contain reference to any act or rule which directly or by implication contradicts, qualifies or modifies such particulars or declaration.

4. INFORMATION

4.1 The labels of all prepackaged food shall bear the following information as applicable to the food being labelled, except to the extent otherwise expressly provided.

4.1.1 *Name of the Food*

4.1.1.1 The name, trade name or description of food contained in the package. Where a name or names have been established for a food in the standard, at least one of these names shall be used. Where no common name exists, an appropriate descriptive name shall be used.

4.1.1.2 A coined or fanciful name, however, may be used provided it is not misleading and is accompanied by appropriately descriptive terms unless the nature of the food is obvious without such descriptive term.

4.1.2 *List of Ingredients*

4.1.2.1 A complete list of ingredients shall be declared on the label in descending order of proportion, except:

- a) as otherwise provided in the Indian Standards; and
- b) in case of dehydrated foods which are intended to be reconstituted by the addition of water, the ingredients may be listed in order of proportion in the reconstituted product provided that the list of ingredients is headed by a statement, such as ingredients when reconstituted.

- c) in the case of foods in respect of which standards of identity are established, these do not require a complete declaration of ingredients provided that such exemptions have been granted because the food is of well-known composition, and the absence of a declaration of ingredients is not prejudicial to the consumer, and the information provided on the label enables the consumer to understand the nature of the food.

4.1.2.2 A specific name shall be used for the declaration of ingredients, except that:

- a) for ingredients falling in the respective classes, the class titles, such as animal fats, vegetable oils, herbs, spices, starches (except modified starches) and artificial sweeteners may be used.
- b) for substances falling in the respective classes and appearing in the list of food additives permitted for use in food generally the class titles, such as anticaking agents, anti-oxidants, bleaching agents, colours, emulsifiers, flavours, maturing agents, preservatives, stabilizers, thickening agents (including modified starches) and vegetable gums may be used.
- c) for fruit products in respect of which standards have been prescribed under the Fruit Products Order, 1955.

4.1.2.3 Added water shall be declared in the list of ingredients especially when the declaration results in a better understanding of the products composition by the consumer; for instance in canned peas when they are prepared from dehydrated peas. Added water shall not be declared when the water forms a part of an ingredient, such as brine, syrup or both used in a compound food.

4.1.3 *Net Contents*

4.1.3.1 The net contents shall be declared in the metric (SI units) system of measurement. The declaration shall be made by volume for liquid foods, by mass for solids, by either mass or volume for semi-solid or viscous foods, and by count for those foods usually sold by number.

4.1.3.2 Foods packed in a liquid medium normally discarded before consumption should carry a declaration of the drained mass of the food.

4.1.4 *Name and Address* — The name and business address of the manufacturer or importer or vendor or packer.

4.1.5 *Country of Origin* — The country of origin of a food shall be declared when the food undergoes processing in another country which changes its nature. The country in which the processing is performed shall be considered to be the country of origin for the purpose of labelling.

4.1.6 Language — The language used for the declaration of the statements referred to in the standard, shall be Hindi or English. Any supplementary language may also be used in addition.

4.1.7 Batch Number or Code Number — Each container shall be marked with a batch or code number (*see 2.3*) either in Hindi or English numerals or alphabets or in combination.

4.1.8 Instruction for Storage — Instruction on storage conditions should be given in case of foods which need special attention.

4.1.9 Manner of Labelling

4.1.9.1 The label shall not contain any statement, claim, design, device, fancy name or abbreviation which is false or misleading in any particular concerning the food contained in the package, or concerning the quality or the nutritive value or in relation to the place of origin of the said food. This should not apply in respect of established trade or fancy names of confectionery, biscuits and sweets such as barley, sugar, bulls-eye, cream-cracker or in respect of aerated water, such as ginger, beer or lemonade or orange-cade or any other name in existence in the International trade practice.

4.1.9.2 Statements required to be on the label shall be clear, prominent and readily legible by the consumer under normal conditions of purchase and use. Such information shall not be obscured by any design or other written, printed or graphic matter and shall be in contrasting colour to that of the background.

4.1.9.3 The letters in the name of the food shall be in a size reasonably related to the most prominent printed matter on the label, but shall be not less than 3 mm in height except where the size of the package does not permit use of such type letters of proportionately smaller size may be used, provided that the type used for the words 'unsuitable for babies' shall be not less than twice the height of any part of the declaration. The words 'synthetic', whenever used, shall be of same size as used in the name of the product.

4.1.9.4 Where the container is covered by a wrapper, the wrapper shall carry the necessary information, or the label on the container shall be readily legible through the outer wrapper or not obscured by it. In general, the name and net content of the food shall appear on that portion of the label normally intended to be observed by the consumer at the time of sale.

4.1.9.5 There shall be surrounding line enclosing the declaration and where the words 'unsuitable for babies' are required to be used there shall be another such line enclosing these words. The distance between any part of the words 'unsuitable for babies' and the surrounding line enclosing these words shall be not less than 1.5 mm.

4.1.9.6 Unauthorised use of words showing imitation shall be prohibited. There shall not be written in the statement for label attached to any package containing any article of food the word (' imitation ') or any word or words implying that the article is substitute for any food unless the use of the said word or words is specifically permitted under these rules. The brand names implying an ingredient not containing it shall be prohibited.

4.1.9.7 Imitations not to be marked pure. The word ' pure ' or any word or words of the same significance shall not be included in the label of a package that contains an imitation of any food.